

BOARD MEETING DATE: April 6, 2007

AGENDA NO. 39

PROPOSAL: Approve Implementation of Voluntary Certification of Consumer Cleaning Products Used at Institutional and Commercial Facilities

SYNOPSIS: As part of the overall strategy to reduce VOC emissions from consumer products used in commercial and institutional cleaning, staff has evaluated VOC labeling and certification programs and recommends implementation of a Voluntary Certification Program to distinguish super compliant low- and nearly zero-VOC consumer cleaning products and encourage their use by institutional and commercial establishments. This partially implements Control Measure CTS-03, Consumer Product Labeling and Emission Reductions From Use of Consumer Products At Institutional and Commercial Facilities of the Draft 2007 AQMP. (Review: Stationary Source Committee, March 23, 2007)

COMMITTEE: Stationary Source, March 23, 2007, Reviewed.

RECOMMENDED ACTION:

Approve implementation of a voluntary certification program for consumer cleaning products at institutional and commercial facilities.

Barry R. Wallerstein, D.Env.
Executive Officer

EC:LT:LB:NB:MM

Introduction

As part of the overall strategy to reduce VOC emissions from consumer products used in commercial and institutional cleaning, the AQMD is evaluating a VOC label-

ing/certification program. Certification programs seek to influence consumer decisions and encourage the production and consumption of environmentally preferable goods as a market-based instrument intended to bring about environmental improvement. Although difficult to quantify, it is anticipated that emission reductions could be realized from these programs. While measuring success may be difficult, it is reasonable to expect that such programs positively influence consumer behavior in selecting ultra-low VOC products and foster the marketing of ultra-low polluting technologies.

Public Process

Staff has held two public consultation meetings to solicit information and suggestions from the public. Many of the comments and suggestions have been incorporated into the proposed program.

Proposed Program Structure

The Clean Air Choices Cleaner Certification program will model itself after the highly successful Clean Air Solvent Certification program which has 73 participating companies and over 140 certified products. This positive, voluntary program will include products that met criteria intended to reduce air pollution and consider other factors that contribute to improving the environment and protecting human health. Eligible products must have a VOC content less than or equal to 10 g/l, as tested by SCAQMD Test Method 313. In response to comments from concerned stakeholders to consider more comprehensive environmental criteria and retain flexibility in the certification process, staff is recommending a “dual approach” for companies to certify their products with AQMD. The first approach would be to submit products to the AQMD laboratory to verify that no prohibited ingredients in quantities of 0.1 percent by weight or greater are present. Prohibited ingredients include:

- Toxic Air Contaminants
- Hazardous Air Pollutants
- Ozone Depleting Compounds
- Global Warming Compounds
- Heavy Metals
- Great Waters Pollutants of Concern
- Carcinogens and Reproductive Toxins
- Alkylphenol Ethoxylates
- Dibutyl phthalates

The other option available would allow companies to present proof of certification from an approved third-party life-cycle assessment organization for non-VOC quantification. With either option, the product will be analyzed by the AQMD or AQMD certified outside testing laboratory for the VOC content determination, using SCAQMD Test Method 313. The proposed program will not exempt products based on low vapor pressure sol-

vent. The categories of products targeted for certification include air fresheners, bathroom and tile cleaners, carpet and upholstery cleaners, floor polish or wax, floor wax strippers, general purpose cleaners, general purpose degreasers, glass cleaners, household products, metal polish/cleansers, and toilet and urinal care products. Staff's preliminary laboratory testing indicates that there are numerous products in many targeted categories that have VOC contents of 10 g/l or less.

Recommendation

Staff is seeking the Board's approval to initiate and implement a voluntary, environmentally comprehensive certification program for super compliant commercial and institutional janitorial cleaning consumer products.

Attachments

Program Summary - Voluntary Certification of Consumer Cleaning Products Used at Institutional and Commercial Facilities